



CANADIAN OWNERS AND PILOTS ASSOCIATION

Saskatchewan Flights

July 13, 2020



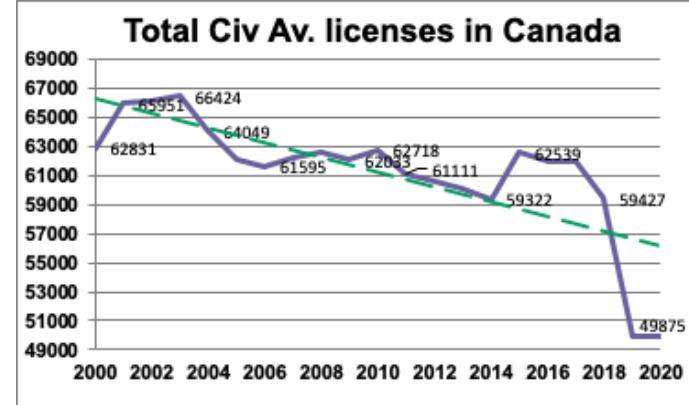
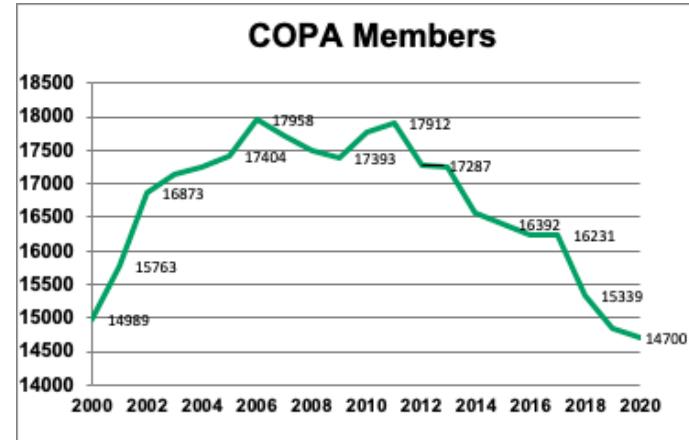
COPA Now and Into the Future

- Current status and perception of COPA
- Strategic Plan for the Future
 1. Become the recognized, undisputed, unified voice of GA in Canada
 2. Expand and improve regional membership activities
 3. Embrace the exploding drone & UAV market
 4. Market general aviation in Canada

Membership Statistics

- 2000: 24% of pilots are COPA members
- 2006: 27%
- 2012: 28%
- 2018: 26%
- 2019: 29%

COPA member numbers reflect a constant proportion of total pilot licenses in Canada

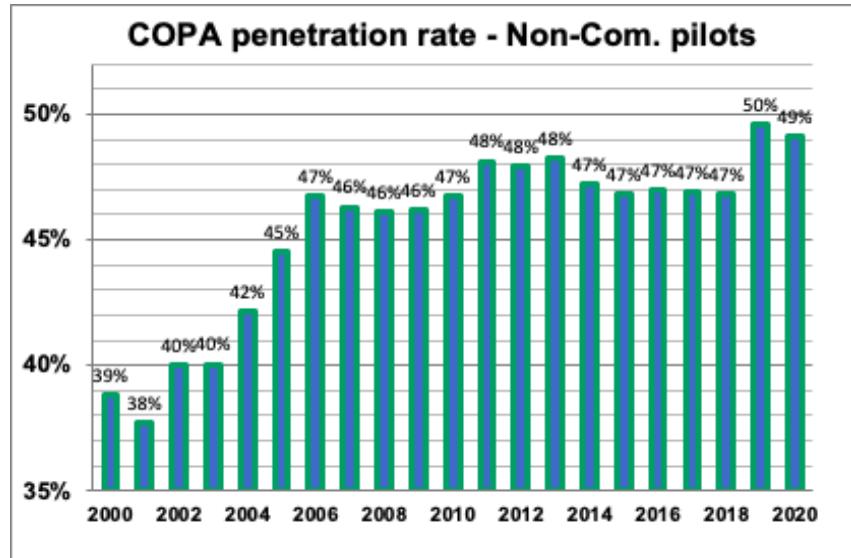


Membership Statistics - GA

- COPA's penetration rate for non-commercial pilots is increasing
 - Peaking at 50% in 2019

Non-comm: PPL-A, PPL-H, Gyroplane, UL Pilots, Rec Pilots, Glider, Balloon

Commercial: CPL-A, CPL-H, ATPL-A, ATPL-H, Multi-Crew, Flight Engineer, ATC



Strategic Priority #1: Become The Recognized, Undisputed, Unified Voice Of General Aviation In Canada

Targets

1. Grow and diversify membership
2. Broaden the membership model/structure to attract the widest possible membership base (enthusiasts, AME's, ATC, school students, Air Cadets, drone operators, etc.)
3. Embrace digital technology and social media to attract and engage and build a vibrant and rapidly growing on-line COPA community



Strategic Priority #2: Expand and improve regional membership activities

Targets

1. Hire a dedicated staff person to be a resource to the Flights and attend local events
2. Provide Flights with access to our marketing tools to expand their reach (social media, guides)
3. Support new partnerships and events such as open houses, affiliative events, collaborations with local schools and flight schools, youth organizations, underprivileged youth charities etc.,



New marketing resources available for Flights



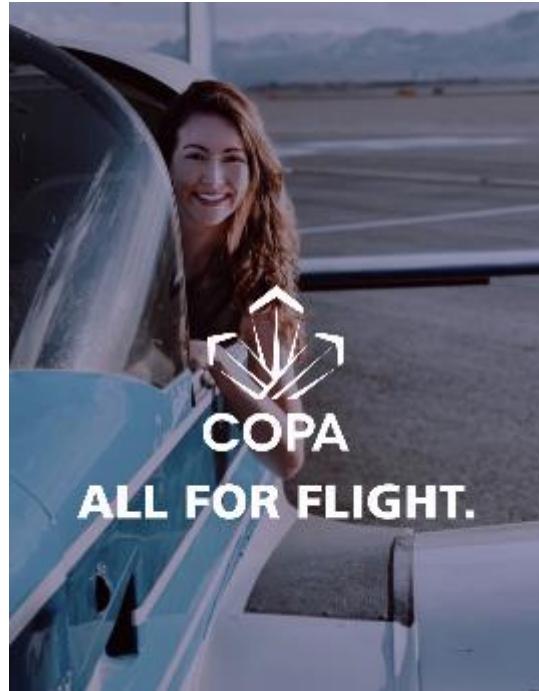
WE'RE ALL FOR BLUE SKIES AND TAILWINDS.
FOR THAT SENSE OF WONDER AND FREEDOM
WE CAN ONLY FIND UP IN THE AIR.

WE'RE ALL FOR A PASSIONATE COMMUNITY,
THAT WELCOMES US WHEREVER WE TOUCH DOWN.
FOR LOOKING OUT FOR EACH OTHER,
BOTH IN THE AIR AND ON THE GROUND.

WE'RE ALL FOR WHAT'S NEXT,
FOR THE FUTURE OF FLIGHT BEING
AS EXCITING AS ITS PAST.

WE'RE ALL FOR THE LAST HOUR LOGGED
FEELING AS SPECIAL AS THE FIRST.
FOR THE WORLD WE DISCOVER UP HERE
FOREVER CHANGING WHO WE ARE DOWN THERE.

WE'RE ALL FOR FLIGHT.



Un fond d'azur, un vent arrière,
Et nous voilà portés par cette liberté
Que l'on retrouve seulement en plein ciel.

Nous vivons ensemble cette passion
Qui nous étreint lorsque nous nous posons,
Pour nous retrouver aussitôt
À préparer la suite

Pour que demain, là-haut, en plein ciel,
Reste aussi passionnant qu'hier.

Pour que la toute dernière heure
passée en vol reste aussi magique
que la toute première.

Pour que ce monde que nous survolons
Change enfin pour le mieux
Et devienne aussi merveilleux
Qu'il nous le paraît pourtant
Quand on le contemple de très haut,

Quand nous sommes en plein ciel

Strategic Priority #3: Embrace the exploding drone & UAV market

Targets

1. Liaise with other aviation organizations for the mutual benefit of all airspace users
2. Provide leadership in education, training, safety, airspace management and regulatory compliance for drone pilots
3. Deploy a public relations campaign targeting local and national media to raise the profile COPA in the drone marketplace



Strategic Priority #4: Market general aviation in Canada

Targets

1. Widen outreach to youth, starting with grade schools
2. Partner and align with Flight Schools, Air Cadets, Airports, Flying Clubs, etc.
3. Create templates for lowering the cost of flight: aircraft partnerships, gliding, ultralights, homebuilts, relaxing regulations, etc.
4. Make the public aware of GA's value to our society and GDP contribution to our economy

**ALL
FOR
FLIGHT™**

**À
PLEIN
CIEL™**

COPA NextGen <36 Community

Three main initiatives thus far:

1. **“GROUNDED”** a bi-weekly web series brought in partnership with Ottawa’s COPA Flight 8 that discusses aviation topics of interest with experts in the field.
2. **NextGen Youth Campouts.** Pilots are invited to arrive in advance to COPA Conventions and camp under wing, enjoying free food and great company.
3. **Social Media Community.** An online community that features member content on our social media pages, Facebook, Instagram, Twitter, and LinkedIn.



Mentorship Program

- Requested by young and older pilots alike
- Pair experienced pilots and COPA members with NextGen youth members
- Selection based on geography and interests
- Share knowledge and gain a flying buddy
- **Coming soon (Summer 2020)**



How YOU Can Help

1. Show your community what GA is all about
 - Take a non-pilot friend flying
 - Take a young person flying, become a mentor
 - Take a politician/ journalist/ community leader flying
2. Encourage non-members to join
 - Word of mouth marketing
 - Strength in numbers
 - One unified voice for all GA pilots
3. Organize classic and new events for your Flight and community
 - Foster the aviation community
 - Get non-pilots involved to show them the benefit of the airport



Questions



COPA